

They're Shore Beautiful!
Plant ES Natives
Campaign
Sowing Seeds of Change



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Dot Field
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Plant ES Natives Campaign Kick-off

Plant
ES Natives
They're Shore Beautiful!

*Please join us
 to celebrate the kick-off of the
 Plant ES Natives Campaign
 &
 to dedicate the
 Demonstration Landscape
 at the Wildlife Observation Platform
 Willis Wharf
 Friday, April 24, 2009
 3:00 p.m.*

Plant ES Natives Campaign Planning Team - Eastern Shore Soil and Water Conservation District, Virginia Master Naturalists, Virginia Master Gardeners, Maplewood Gardens, Eastern Shore Alliance for Environmental Education, Jeanie Islanda Center, The Nature Conservancy, Alliance for the Chesapeake Bay, Virginia Cooperative Extension, Virginia Coastal Zone Management Program, Virginia Departments of Conservation and Recreation, Environmental Quality, and Game and Inland Fisheries.



Campaign coordination and materials funded by the Virginia CZM Program through a grant from NOAA to the Department of Environmental Quality under the federal Coastal Zone Management Act. Financial assistance also provided by Virginia Naturally through a grant from EPA to the Virginia Department of Environmental Quality and by the Eastern Shore Soil and Water Conservation District through a grant from EPA to the Virginia Department of Conservation (Treasury Strategies).



They're Shore Beautiful!







Knowledge is not enough.

RUSTLE THE LEAF™

BY PONCE & WRIGHT





JUST DO IT.



Social Marketing focuses on affecting what people DO.





How Does Social Marketing Work?

- Shifts the focus from the message to the audience
- Offers benefits to the “consumer”
- Identifies barriers/obstacles – “Why marketing surveys/trend analysis are important in business world.”

Plant ES Natives Campaign Planning Team – It Does Take a Partnership

Virginia Coastal Zone Management Program
Department of Conservation and Recreation –
Division of Natural Heritage
Eastern Shore Soil & Water Conservation District
Department of Game & Inland Fisheries
Virginia Cooperative Extension
The Nature Conservancy
Department of Environmental Quality - Office of
Environmental Education
UVA-Anheuser Busch Coastal Research Center
Eastern Shore Alliance for Environmental Education
Virginia Master Naturalists
Virginia Master Gardeners
Barrier Islands Center



Pre-Campaign Research

- Focus groups with landowners, garden centers and nurseries
- Individual interviews with local garden centers and nurseries
- Present results to Plant Native Team and focus groups for validation
- Written survey in local newspaper and analysis



Eastern Shore of Virginia Native Plant Use Survey



1. a. County of residence
 Accomack
 Northampton
 b. How many years living on Virginia's Eastern Shore? _____
 c. M / F _____
 d. Age _____

2. Why do you plant and care for your trees, shrubs, flowers and other plants?
 to preserve landscape
 to beautify my property
 to feed the birds/butterflies
 to maintain or increase property value
 other (describe) _____
 for relaxation
 to be close to nature
 for harmony

3. When do you decide what plants to buy? (circle all that apply)
 Jan/Feb Mar/Apr May/Jun Jul/Aug Sep/Oct Nov/Dec

4. Where do you get information and advice about the plants you buy? (check all that apply)
 garden center/retail nursery
 gardening and other magazines
 neighbors/family members
 Master Gardener/Garden Club
 other publications (describe) _____
 other _____
 websites
 newspaper
 radio

5. Where do you get your plants? (check all that apply)
 local garden center/retail nursery
 catalog/mail order
 retail outlet (e.g., Lowe's, ACE, Walmart)
 purchased for me by landscaper
 Arbor Day and other festivals
 community fund raising events
 other _____

6. How much do you think you will spend on new plants for your property in the coming year? (check one)
 less than \$25 \$26-\$100 \$101-\$250 \$251-\$500 over \$500

7. What characteristics do you look for when purchasing plants for your property? (check all that apply)
 beauty
 color
 scent
 uniqueness
 value (price)
 native to Shore
 draught resistance (low water need)
 salt tolerant
 flood resistant
 seasonal interest (when they bloom or fruit)
 easy to care for – lower maintenance
 requires less fertilizer and pesticides

8. What beneficial effects do you look for when purchasing plants for your property? (check all that apply)
 prevent erosion
 improve water quality
 create wildlife habitat and food (butterflies, insects, birds)
 improve air quality
 reduce water use

9. How much do you currently know about native plants? (circle the number)
 very little little some much very much
 1 ----- 2 ----- 3 ----- 4 ----- 5

10. Do you currently purchase native plants for your property (plants growing on the Shore before Europeans arrived in the 1600's; learn more in the Shore Outdoors in this issue of the Eastern Shore News)?
 Yes No (go to question 14) Unsure

11. What types of native plants do you currently plant and maintain on your property? (check all that apply)
 large trees shrubs grasses
 small trees flowers ferns

Go to reverse side to complete the survey

Complete and return this survey by Wednesday, December 10, and enter a free drawing for a boat trip and \$40 in local garden center gift certificates!
 (all information on this survey will be kept strictly confidential; raffle winner will be contacted by phone or e-mail provided by December 15)

Yes, enter me in the raffle!

Name _____

Phone or e-mail _____



Why Do You Plant?

“Survey Said...”

For beauty (92-94%)

Like to feed birds and butterflies (82%)

For relaxation & feeling close to nature (82%)

Why Not Natives?

Focus Groups Said...

Natives are scraggly and ugly

Lack of availability locally

Uncertainty about what is native



Key Audiences

“Survey Said...”

Nature-oriented gardeners,
interested in saving money, time,
but still having a beautiful garden



Plant
ES Natives
They're Shore Beautiful!





A Community-based Social Marketing strategy utilizes “tools” that have been shown to be effective in changing behavior.



Prompts –

- Make the prompt noticeable
- Make the prompt self-explanatory
- Present the prompt in as close proximity as is possible to where the action is to be taken
- Use prompts to encourage people to engage in positive behaviors

Prompts – Selling Behavior



Banners



Plant Tags



Norms –

- Make the Norm Visible
- Use Personal Contact to Reinforce Norms
- Engage the Community



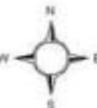
Demo Gardens – Change Taking Root



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State Natural Area Preserves Eastern Shore of Virginia



Regional Native Plant Guide – Showcasing “They’re Sure Beautiful”

*Native Plants of
Accomack and Northampton*



*Plant
ES Natives
They're So Beautiful*

Signage – Telling the Story Where It Happens



Town of Chincoteague

Explore the Seaside...

...fishes, and barrier islands offer both... Walking, biking and kayaking are experience these natural treasures

Look for these Eastern Shore native plants along the trail.

Welcome to the Island Nature Trail!

Fringed Dogwood
(Fraxinus velutina)
 The flowers of the Fringed Dogwood, a native tree, are very sensitive to the salt-tolerant tannins found in the water. Take care you do not touch the flower as it can irritate your skin.

Smooth Wax
(Sarcocolla latifolia)
 What makes the "Smooth Wax" so important, is that it is a very hardy and resilient shrub for coastal areas of sandy, brackish and even saltwater. Use the abundant berries to feed the many fowls, which is both almost guaranteed to help on the beach.

Plants by berries are an important food source for migratory birds and are part of the Eastern Shore native ecosystem. American, West Indian, and Blue Jay.

Little Pea
(Pisum sativum)
 This is the most common pea along the trail. Large rabbits are known to eat the leaves and it is a favorite feeding plant for many species of birds, including the Pine Siskin, and Brown-headed Nuthatch, and a great source of food for Red-tailed Tropicbird.

Plant ES Natives
 Help Control Phragmites!

Phragmites is a very invasive non-native plant that is spreading through early succession and old fields. It reduces the amount and diversity of bird species available to eat and increases the risk and intensity of wildfires. Phragmites cause a reduction in water quality, block water movement and increase mosquito breeding activity.

Help Stop the Invasives!
 Prevent control of Phragmites through early detection and control of new stands.
 Plant native vegetation as part of any project, restoration and land management.
 Clean soil and equipment.
 Report any other activities before leaving from a Coastal Zone with Phragmites.

...Preserve its Beauty!

Plant Eastern Shore Natives!
 Eastern Shore native trees, shrubs, flowers and grasses help preserve the diversity, beauty and function of the Shore's unique ecosystem.

Eastern Shore natives offer lovely foliage and colorful flowers. And, they're easier to care for! Eastern Shore native plants grow beautifully here in their native environment.

Look for the "Plant ES Natives" tag in Accomack and Northampton garden centers!

For more descriptions and maps visit www.dcy.virginia.gov/marine/accshoreside.html

Plant ES Natives
 They're Shore Beautiful!

Virginia's Seaside Ecologically Unique

Community Vehicle

Town of Chincoteague Explore the Seaside

Preserve its Beauty!

Virginia Coastal Zone

Kiptopeke State Park

NATIVE PLANT GARDEN

Plant ES Natives They're Shore Beautiful!

The plants in this demonstration garden are native to Virginia's Eastern Shore. Native plants are plants that were present and an integral part of the local ecology before the arrival of Europeans in the 1600s.

Fruit bearing trees and shrubs are critical food sources for the migratory songbirds that rest on the Eastern Shore each spring and fall. For example, the Yellow-rumped Warbler particularly favors the pale blue berries of the Wax Myrtle, while the Scarlet Tanager enjoys the scarlet and purple berries of the Downy Serviceberry.

Native Plant Benefits

- native plants are survivors adapted to local soil and climate conditions.
- native plants save you money--they are disease and insect resistant and require less pesticide and fertilizer.
- native plants help preserve the diversity, beauty and function of the natural ecosystem.
- native plants provide critical habitats and food for local wildlife.

Are you a resident of the Shore? Look for the "Plant ES Natives" plant tag during your next visit to a participating local garden center. A guide is available to help you select plants native to Accomack and Northampton counties.

If you are a visitor, get to know the plants native to your region and spread the message of the benefits of native plants!

Special thanks to the Eastern Shore Chapter of the Virginia Master Gardeners for their help in installing this demonstration garden and for their continued role in helping maintain the garden.

Scarlet Tanager
(Tangara erythrogastra)

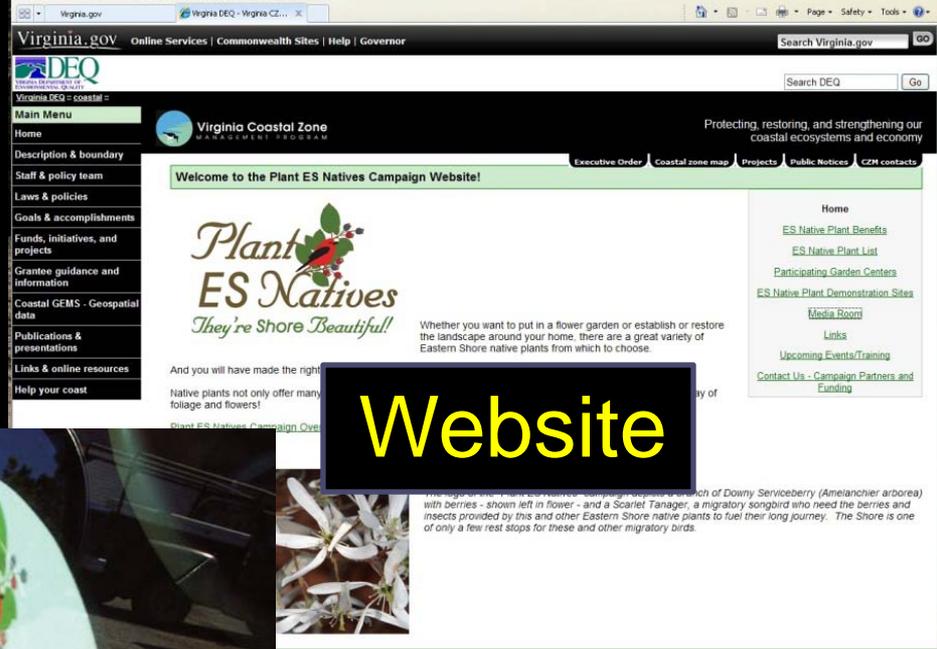
Wax Myrtle
(Myrica aspera)

Serviceberry
(Amelanchier canadensis)

Yellow Rumped Warbler
(Geothlypis trichas)

Virginia Coastal Zone

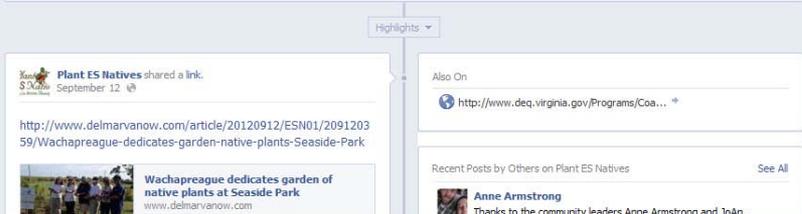
Branding the Campaign - Information at the Ready



facebook



Decals



Community Leaders – Passing the Spade





A Growing Norm?

We Sure Hope So!

- Early indicators are very encouraging
 - **Garden center sales UP!**
 - Mid-campaign survey conducted in Spring 2010 shows messaging on track and multi-media mix is reaching our audience



Key Measure of Behavior Change

An increase in sales of native plants

- Suppliers sell out of ES natives
- Compare pre- and post- campaign sales
- See increase in requests for ES natives
- Suppliers gradually increase inventory of ES natives



Garden Center Feedback

- native plant sales up 8-10% since 2009 at center
- center planning to grow 40 native plants to meet demand
- increasing number of people asking for natives
- new center planning educational seminars focused on native plants



Mid-Campaign Survey

- 27% visited a native plant demonstration site --- 98% said that it influenced their purchase or plan to purchase native plants.
- 41% heard the radio ads ---96% recalled the messages and 93% that they influenced their purchase or plan to purchase native plants.
- 39% received a copy of the new native plant guide -- 95% that it influenced their purchase or plan to purchase native plants.





Enhance Your Success -

KNOW AND LISTEN TO YOUR AUDIENCE

- Target the markets that are most ready to act (early adopters).
- Understand audience barriers to behavior change.
- Find what motivates them.

KEEP IT SIMPLE

- Promote single, simple, do-able behaviors.
- Make it easy.
- Use effective communication techniques.

KEEP LISTENING AND ADAPT YOUR STRATEGY

Encourage desired behavior, but don't demand it.

Next Steps in the Campaign

- Focus on Community Leader Program –
 - Outreach Kit
 - Training
 - Teams



- Plant ES Natives Spring and Fall Celebration Day in 2013
- Behavior change survey in late spring-early summer 2013
- Expansion of Campaign Team



Other Native Plant Efforts in Coastal Virginia: add cover of sm book

- Virginia Native Plant Marketing Partnership
- New Native Plant Social Marketing Campaign in Northern Virginia
- Development of Regional Native Plant Lists

Other Resources:

- New book - “Social Marketing to Protect the Environment” – edited by McKenzie-Mohr and other experts in social marketing
- Fostering Sustainable Behavior Listserv - www.cbsm.com
- Plant More Plants Campaign -www.plantmoreplants.com

Funding Acknowledgments -



Virginia Coastal Zone
MANAGEMENT PROGRAM



Questions?

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